



KAY GRANGER, VICE CHAIR
HOUSE REPUBLICAN CONFERENCE

Best Practice: Business Development Export Seminar: Teaching Local Employers How to Grow their Business through Exports

Member: Phil English (PA-03); Adrian Smith (NE-03)

How it works:

- ❖ Choose a marketplace for local businesses to learn how they can export their products to other countries (English has focused on the North American marketplace and CAFTA countries among others)
- ❖ Invite a variety of federal agencies (i.e. Commerce, IRS, GSA) to present information on what assistance they can provide to small- and medium-sized manufacturing businesses regarding exporting products to the specified region
- ❖ Have Member give initial welcome address to the group. Invite a speaker from the Administration to give opening remarks
- ❖ Invite local economic development support agencies to set up booths in "trade show display" to boost networking for local businesses
- ❖ Ask a district Chamber of Commerce/local business to publicize the event to their members
- ❖ Schedule media availability for the Member and Administration Representative. Invite local media

The Benefits:

- ❖ Ensures local employers have access to the full range of federal resources and provides excellent networking opportunity for local employers
- ❖ Answers question: "What have you done to help the business community lately?"
- ❖ Excellent earned media opportunity

Member Office Contact: Julia Wanzco, (202) 225-5406; Bonna Wanek, (202) 225-6435



KAY GRANGER, VICE CHAIR
HOUSE REPUBLICAN CONFERENCE

Best Practice: Protecting Our Families Online (Two-Part Forum)

- (1) Protecting Our Children from Online Predators
- (2) Guarding Against ID Theft

Member: Mario Diaz-Balart (FL-25)

How it works:

- ❖ Reach out to local school for venue for forum
- ❖ Reach out to a variety of agencies to be speakers at forum
 - Online Predator night speakers: FBI, local police department, ICE and PTA
 - ID Theft night speakers: local police department, FBI, Bankers Association
- ❖ Advertise event -- target parents and concerned citizens in the area
 - Mass mailer sent to more than 13,000 homes in the area
 - Robocalls by the Congressman and school principal to nearly 7,000 homes
 - Flyer sent home with all 1,700 students at middle school
 - On-air promotion by local TV
- ❖ Prepare brochures with prevention and troubleshooting tips for parents to be distributed at events. Place in folder with House of Representatives seal and Congressman's contact information
- ❖ Format: Congressman hosts events same week on a Tuesday and Thursday evening (7:00 – 8:30pm); four presentations, 15 minutes each; followed by Q&A
- ❖ Press Secretary contacts local TV station(s) to cover event live

The Benefits:

- ❖ Excellent constituent outreach and great press opportunity
- ❖ Congressman's name now associated with preventing online predator activity and identity theft

Member Office Contact: Kathleen Hennessey, (202) 225-2778



KAY GRANGER, VICE CHAIR
HOUSE REPUBLICAN CONFERENCE

Best Practice: College Summit on Campus Safety Best Practices

Member: Thomas M. Reynolds (NY-26)

How it works:

- ❖ Invite colleges and universities from district to participate in summit on campus safety best practices
- ❖ This allows colleges and universities to communicate and share what they are doing on their respective campuses in a confidential setting
- ❖ Using Virginia Tech as an example, it also allows the Member to highlight current federal programs and grants available for campus safety efforts
- ❖ After the meeting, the Member can host a press availability with the college/university representatives to discuss the outcome of the summit and what follow-up can be done

The Benefits:

- ❖ Keeps the Member out in front on a very important issue while also highlighting local colleges and universities

Member Office Contact: L.D. Platt, (202) 226-6541



KAY GRANGER, VICE CHAIR
HOUSE REPUBLICAN CONFERENCE

Best Practice: "Your Good Ideas" Booklet

Member: Cliff Stearns (FL-06)

How it works:

- ❖ Member mails out a district-wide survey asking for constituents' opinions on specific issues. In addition, the Member outlines how the experience and ingenuity of the American people are great sources for overcoming the challenges facing the American people
- ❖ Member invites them to submit their ideas for improving our nation
- ❖ Cliff Stearns' office received more than 8,000 returned surveys and reviewed thousands of ideas. His office collected over 100 ideas covering such issues as veterans, Iraq, immigration, healthcare, and government, and printed them in the "Your Good Ideas" Booklet

The Benefits:

- ❖ Allows public to feel more connected to their government and gives them the opportunity to share their ideas -- seeing their ideas printed in a booklet allows them to know they're having an impact. Stearns is working on legislation in response to some of these ideas

Member Office Contact: Paul Flusche, (202) 225-5744.